

	Metrics	Metrics	Metrics
	Online	Social Media	Offline
	<i>For illustration purposes, choice will be business-specific</i>	<i>For illustration purposes, choice will be business-specific</i>	<i>For illustration purposes, choice will be business-specific</i>
Reach	Page views # App installs (passive)	#Followers, friends	TOMA Spontaneous Awareness Helped Awareness
Image	CTR/ Click Through Rate Average Time on Pages Average Time per Visit Page Views per Visitor # App users (actief)	# followers op Twitter # friends op Facebook	Customer Satisfaction
	Open Rate vs delivered (Email Marketing) Klick Rate vs Opened (Email Marketing)	# friends on Hyves etc # visitors on Weblog	
	Inbound brand recall (traffic to unique Web address from offline ads, QR codes on packaging etc)		
Traffic	# subscriptions newsletter # downloads whitepaper # requests online quote, more information etc # Visits to online store locator	# mentions op Twitter # DMs via Twitter # comments op Blog	Number of requests per email, phone, visitors to shop, showroom etc
	Sessions Referred from Video Campaigns / All Referred Sessions Clip Conversion Rate	# RTs/ retweets	
Sales	Deals, contracts, orders	Deals, contracts, orders	Deals, contracts, orders
Cross-sell	Same session or in new web session new product (eg first book at Amazon.com, secondly Kindle)		eg accessoires op iPhone
Re-sell	Repeat visitors or affiliate trades/ deals	Repeat visitors or social affiliate resales	Repeat sales, customer loyalty
Friend-sell	Referring URL's, via commercial advertising, non-commercial (social) networks or other	Referring URL's, via commercial advertising, non-commercial (social) networks or other	Recommended by friend, colleague etc